

SOCIAL MEDIA IN LAW ENFORCEMENT

Platforms





Reach

Impression = The post being displayed in front of an individual.

Engagement = An individual user physically clicking on the post.

	10/22 - 10/16	% Growth	10/15 - 10/09
TWITTER			
Hollywood Twitter			
Impressions	63,307	13.29%	54,892
Engagements	4,156	57.92%	1,749
Captain Palka Twitter			
Impressions	31,134	47.25%	16,424
Engagements	1,031	48.59%	530
INSTAGRAM			
Hollywood Instagram: 'Likes'	563	58.97%	231
Total:	100,191		73,826

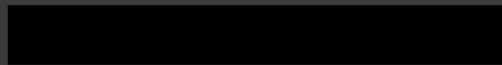
- Average viewership for local NBC (Channel 4) 11pm news: **177,463**



Content

- ⦿ Themes

- Consistency



- ⦿ Frequency

- At least one message per day

Questions?

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